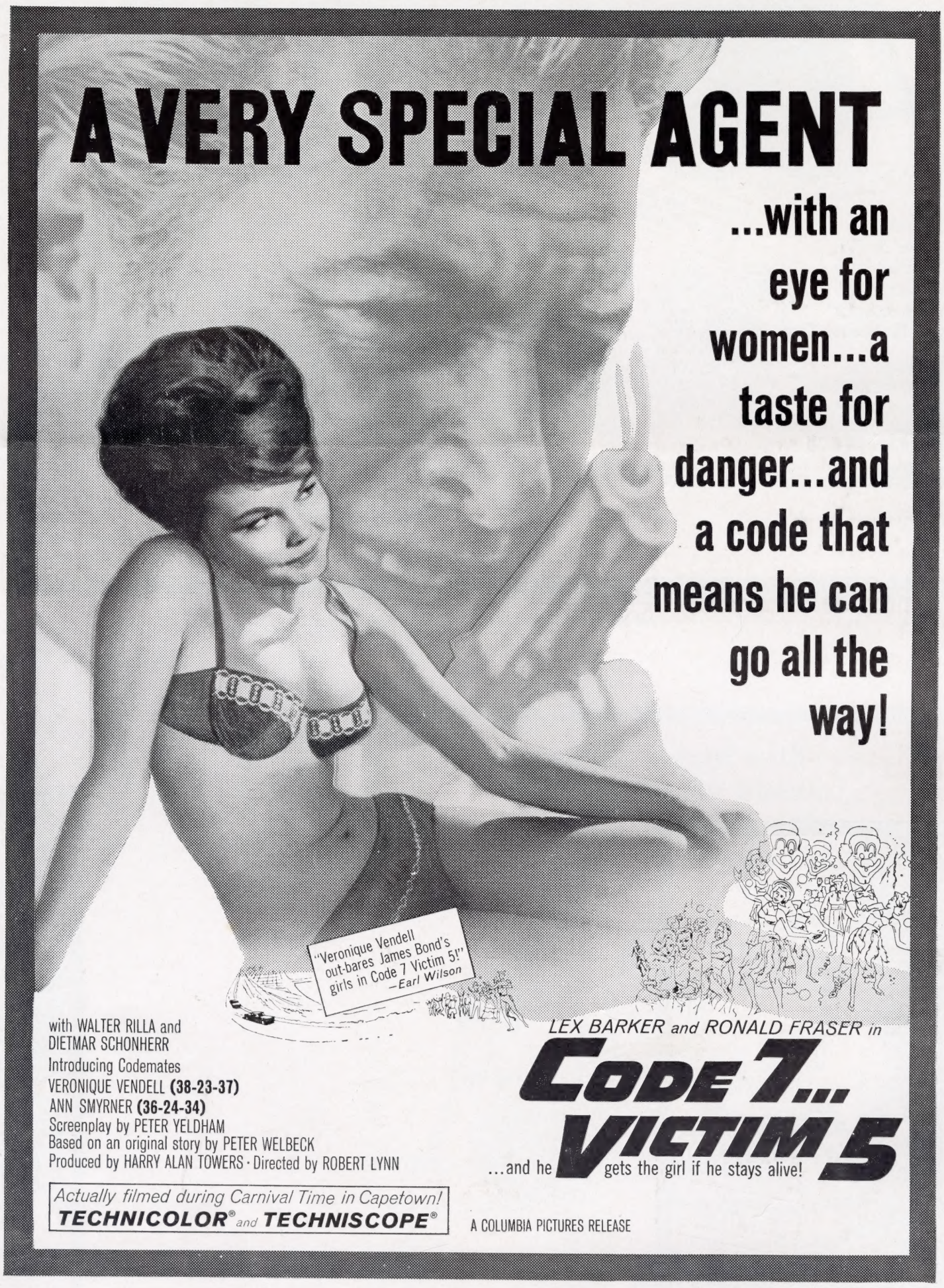
LEX BARKER RONALD FRASER

*CODE 7... VICTIM 5

TECHNISCOPE®
TECHNICOLOR®



Ad No. 403—568 Lines—4 Cols. x 10 1/8 Inches

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A very Special Agent with an eye for women... a taste for danger... and a code that means *he can go all the way!*

Actually filmed during Carnival Time in Capetown! in ***Technicolor®*** *and* ***Techniscope®***

with WALTER RILLA
and DIETMAR SCHONHERR
Introducing Codemates
VERONIQUE VENDELL **(38-23-37)**
ANN SMYRNER **(36-24-34)**

Screenplay by PETER YELDHAM · Based on an original story by PETER WELBECK
Produced by HARRY ALAN TOWERS · Directed by ROBERT LYNN · A COLUMBIA PICTURES RELEASE

Ad No. 402—480 Lines—4 Cols. x 8⅝ Inches

Ad No. 201—148 Lines—2 Cols. x 5¼ Inches

Ad No. 103—75 Lines
1 Col. x 5¼ Inches

Ad No. 401—420 Lines—4 Cols. x 7½ Inches

Ad No. 204—56 Lines—2 Cols. x 2 Inches

All advertising material in this pressbook, as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America. All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 5th Ave., N. Y. 36, N. Y.

Official Billing

LEX BARKER and RONALD FRASER 15%

in

CODE 7 VICTIM 5 100%

with

WALTER RILLA and DIETMAR SCHONHERR 15%

Introducing Codemates

ANN SMYRNER (36-24-34) VERONIQUE VENDELL (38-23-37) 15%

Screenplay by PETER YELDHAM 15%

Based on an original story by PETER WELBECK 10%

Produced by HARRY ALAN TOWERS 15%

Directed by ROBERT LYNN 15%

A COLUMBIA PICTURES RELEASE 15%

TECHNICOLOR® TECHNISCOPE® 25%

s—2 Cols. x 7 Inches

Ad No. 203—110 Lines—2 Cols. x 3⅞ Inches

Find 'Codemates'

Ideally, of course, there should be a beauty contest—worked onstage, via television or newspaper cooperation, or from submitted photographs—to find two attractive girls whose statistics, like those of "codemates" Ann Smyrner and Veronique Vendell, are 36-24-34 and 38-23-37 respectively. When you have the girls, however:

- Sent 'em through main business and shopping districts attractively-clad (with signs calling attention to their statistics: "I'm 36-24-34" and "You Can See Me as a Codemate in 'Code 7 Victim 5', etc.")
- Have 'em visit local VIP's, including motion picture editors, radio and television personalities.
- Work with local disc jockey or newspaper on a "Raffles"-type stunt, where the girls must be identified for guest tickets, with disc jockey or newspaper giving clues to their appearances at different locations daily.

By the Numbers!

In advance of playdate, set up a lobby display which includes billing (including the vital statistics) for "Code 7 Victim 5," with your offer of guest admissions to those persons who can prove they have the numbers —362434 or 382337—on some official document: automobile license, insurance papers, Army serial number, etc.

Display Material

"Code 7 Victim 5" was filmed in and around Capetown, South Africa, and it takes full advantage of the scenic beauty of its locale. A quantity of South African travel display material, for lobbies and cooperating store windows, may be obtained by writing direct to: South African Tourist Corp., 610 5th Avenue, New York, N. Y. 10020. Other "travel" angles may be worked out with agencies, airlines, resort and travel fashions, luggage shops, etc.

Spent Bullets

Local rifle, or police pistol, range might supply you with a quantity of spent bullets, or cartridge cases. Use 'em as giveaways, "from that very special agent in 'Code 7 Victim 5'," or in a "guess-how-many" contest.

Teaser 'Code'

In locally-prepared ads, card handouts and via an out-front 40 x 60, challenge your community to solve the problem of "Code 7 Victim 5' via the simple line: "362434-382337—This is Code 7. Can You Solve It and Save Victim 5?" Illustrate with advertising art wherever possible.

Bikini Display

With or without manikins to wear 'em, plant a lobby or store window display of five various-styled bikinis, along with stills and picture-playdate credits. Copy-line accompanying the display might read: "One of These Bikinis Figures in 'Code 7 Victim 5', State Theatre, etc."

Selling Aids

TRANSCRIPTIONS

Radio spot announcements, all open end for local commentator to add theatre credits. Order from your Columbia exchange.

TV TRAILERS

Eye-catching trailers for your TV campaign, with space for local announcer to add theatre and playdate information. Each has a final frame for superimposed visual credits, if desired. Order from your Columbia exchange.

TELOPS

Information about telops, style and prices, may be obtained by writing direct to QQ Title Card Co., 247 W. 46th Street, New York, N. Y. 10036.

DISPLAYS

9' x 12' Flag: single face: $75; double face, $120. Badge: 40c; $1.65 per running foot; minimum length, 10 feet. 12-pennant string, assorted fluorescent colors, 30' long, $3.50 per string. Bumper strip: $1.00 each, minimum order 15. Order from National Flag Co., 43 W. 21st St., New York, N. Y. 10010.

Accessories

- 6 SHEET
- 3 SHEET
- 1 SHEET
- SLIDE
- 22 x 28
- 8 11 x 14's
- 40 x 60, 24 x 60 and 24 x 82 DISPLAYS
- SINGLE WINDOW CARD
- STILL SETS
  (Color set for lobbies and displays; B/W set for newspaper publicity)
- INSERT CARD
- UTILITY MAT
- TRAILER
- CUTOUT STANDEE

Order From National Screen Service

Utility Mat No. 1

- Ad No. 101
- Ad No. 102
- Ad No. 103
- Ad No. 201
- Ad No. 203
- Ad No. 204
- Publicity 1-A
- Publicity 2-A

Ad No. 301—366 Lines—3 Cols. x 8⅝ Inches

Ad No. 102—14 Lines
1 Col. x 1 Inch

Ad No. 101—28 Lines
1 Col. x 2 Inches

Ad No. 302—180 Lines—3 Cols. x 6⅜ Inches

Lift Flap for Exploitation and Additional Advertising

Lex Barker

For sophistication and swashbuckling action the fictional James Bond probably has nothing on the real-life Lex Barker.

Currently starred with Ronald Fraser at the..... Theatre in "Code 7, Victim 5", a Columbia Pictures release in Technicolor and Techniscope, Barker plays an American private investigator working to solve a number of mysterious deaths in Capetown. Among the complications confronting the international adventurer are lovely Danish actress Ann Smyrner (Codemate 36-24-34) and French actress Veronique Vendell (Codemate 38-23-37); blonde and redhead, respectively.

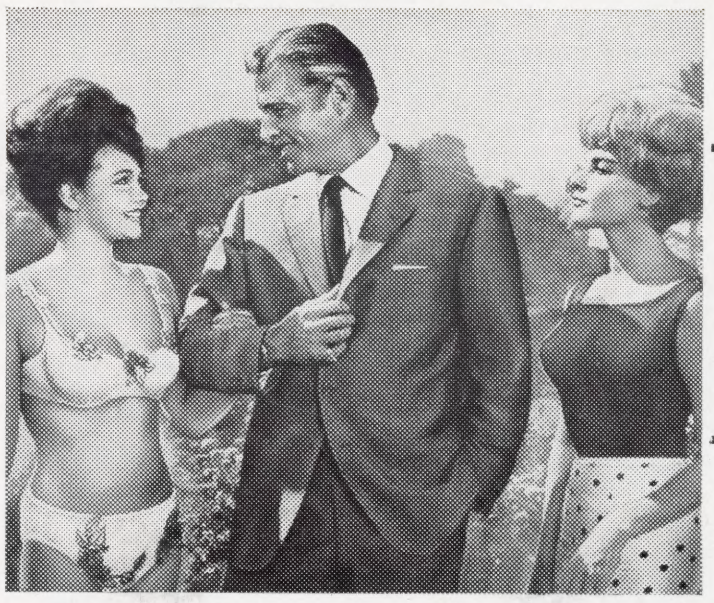
Direct descendant of Roger Williams, founder of Providence, R. I., Barker was born in Rye, N. Y., and educated at Phillips-Exeter Academy where he was a football and track star, and participated in school theatricals. During the war, he enlisted in the army as an infantry private; five years later, he was discharged as a major. His war record included a serious battle wound, from which he is completely recovered, and service as aide to General Mark Clark.

Barker, amongst his other roles, played Tarzan in five films—he was the tenth Tarzan in screen annals —while being, in private life, a true cosmopolite. He speaks fluent French, understands Italian and Spanish, and has lived in various parts of the world. To keep fit, he skis and swims, plays tennis, golf and squash.

"Code 7, Victim 5" features Walter Rilla and Dietmar Schonherr. Harry Alan Towers produced the thriller which was directed by Robert Lynn. The screenplay by Peter Yeldham was based on an original story by Peter Welbeck.

Mat 1-B
Still No. 119
Veronique Vendell (38-23-37) and Dietmar Schonherr are shown above in a scene from Columbia's "Code 7 Victim 5," suspense thriller starring Lex Barker and Ronald Fraser. A drama of murder and intrigue, the film also features codemate Ann Smyrner (36-24-34).

Mat 1-A
Still No. 73
Lex Barker and codemate Ann Smyrner (36-24-34) face danger in Columbia Pictures' new suspense thriller of murder and intrigue, "Code 7 Victim 5." Another of Barker's codemates in the film is Veronique Vendell (38-23-37).



Mat No. 2-A Still No. 68
Lex Barker is involved in murder and intrigue, and other matters, in Columbia Pictures' "Code 7 Victim 5", which also stars Ronald Fraser. The new suspense thriller also numbers in its cast such codemates as the bikini-ed Veronique Vendell (38-23-37) and Danish blonde Ann Smyrner (36-24-34), above right.

General Advance

"Code 7 Victim 5", new Columbia Pictures release in Technicolor and Techniscope, opens ..... at the ..... Theatre. a suspense thriller with an international cast. "Code 7 Victim 5" stars Hollywood's Lex Barker and England's Ronald Fraser and introduces two lovely "codemates"—Danish actress Ann Smyrner (36-24-34) and French actress Veronique Vendell (38-23-37).

Set in and around Capetown, South Africa, "Code 7 Victim 5" presents Barker as an American private investigator with an eye for girls and a taste for danger. He is called in by a mysterious millionaire who has been receiving threats against his life. The "codemates"—Miss Smyrner as the millionaire secretary and Miss Vendell as his stepdaughter—provide considerable complications as they engage in their own private manhunts while helping Barker in his. Less complicating is the presence of a police inspector, played by Fraser, called in when the butler is murdered; he is something of a playboy who shows the American sleuth some of the South African ways of life.

"Code 7 Victim 5" hinges on a photograph taken of some German war prisoners, who one by one become postwar murder victims. Barker in time manages to come up with the answers to the various problems besetting him, including the killer, but not before he has several times escaped death himself.

Featured in the new Columbia release are Walter Rilla and Dietmar Schonherr. Peter Yeldham wrote the screenplay, based on an original story by Peter Welbeck. Robert Lynn directed "Code 7 Victim 5" and the drama of murder and intrigue was produced by Harry Alan Towers.

Lovely Numbers

Numbers loom large in Columbia Pictures' new suspense adventure at the ..... Theatre, in Technicolor and Techniscope. The film, which stars Lex Barker and Ronald Fraser, is set in South Africa; it is called "Code 7 Victim 5." And among the numbers also involved in "Code 7 Victim 5" are a couple of "codemates" — Ann Smyrner (36-24-34) and Veronique Vendell (38-23-37), blonde Dane and French redhead, respectively!

Advance Notice

"Code 7, Victim 5" a fast-paced new Columbia Pictures suspense thriller starring Lex Barker and Ronald Fraser in an exotic South African setting, opens ..... at the ..... Theatre. Filmed in Technicolor and Techniscope, "Code 7, Victim 5!" introduces to the screen two beautiful new actresses, Ann Smyrner and Veronique Vendell, whose respective code numbers are 36-24-34 and 37-23-36. The Columbia release was produced by Harry Alan Towers and directed by Robert Lynn.

She's 38-23-37

MM, BB and now VV. Lovely Veronique Vendell, latest to join the roster of double-initialled, alliterative screen personalities, is one of the codemates in "Code 7, Victim 5," Columbia Pictures' suspense drama at the ..... Theatre in Technicolor and Techniscope. Lex Barker and Ronald Fraser star, and Veronique and Ann Smyrner (Codemate 36-24-34) are two of the young women who help make their lives exciting.

A comparative newcomer to the international screen, Veronique made her American film bow in "Becket," with Richard Burton and Peter O'Toole, as the girl who bestows her favors on the conquering King of England. In "Code 7, Victim 5" she plays the alluring stepdaughter of a South African millionaire whose life has been threatened; Barker, as an American private investigator, finds his manhunt considerably complicated by her bikini-ed presence.

Syndicated columnist Earl Wilson had his own unique comment on VV: "Veronique Vendell, who did six pages of nudes for Playboy, outbares James Bond's girls in 'Code 7, Victim 5'."

Featured in the new thriller are Walter Rilla and Dietmar Schonherr. Harry Alan Towers produced the film and Robert Lynn directed. The screenplay was by Peter Yeldham, from an original story by Peter Welbeck.

Review

A suspenseful new action thriller, "Code 7 Victim 5" opened yesterday at the ..... Theatre in Technicolor and Techniscope. The film, a Columbia Pictures release, stars Lex Barker as a very special sort of agent, an American private investigator with an eye for girls and a taste for danger, involved with murder and intrigue in Capetown, South Africa.

Barker's major problem is built around his two "codemates"—Danish actress Ann Smyrner (36-24-34) and French actress Veronique Vendell (38-23-37). And the action of the film hinges in delightful part on the answer to the question: "will Barker get the killer before one or another of his codemates gets him?"

Also starred in "Code 7 Victim 5" is British actor Ronald Fraser, as a South African sleuth, a playboy at heart, who introduces his American colleague to much that is interesting in the Capetown way of life. This includes, of course, other "codemates."

In time, Barker manages to come up with the answers to the various problems besetting him, including the killer, but not before he has escaped death himself.

Featured in the new Columbia release are Walter Rilla and Dietmar Schonherr, others in the international cast of "Code 7 Victim 5", which was produced by Harry Alan Towers. Robert Lynn directed the swift-paced drama, which is set in and around Capetown and offers a considerable scenic beauty (the terrain, as well as the girls!) Peter Yeldham wrote the screenplay, based on an original story by Peter Welbeck.

The Story

American private detective Steve Martin, in Capetown to investigate the murder of a butler in the household of mysterious millionaire Wexler, who has received a series of threats to his own life, finds himself attracted to both Gina, Wexler's stepdaughter, and Helga, his private secretary. Others in the Wexler household include his personal doctor, Paul, and his manager, Anderson. Attempts are made to kill Steve, who finds himself in friendly rivalry on the case with police inspector Lean, a playboy. Steve forces Wexler to admit that the mystery is linked to a photograph taken 20 years ago when he was a German prisoner; one by one, the men in the picture have been killed off and now only Wexler is left. Steve's investigations take him to a game reserve where he meets Kramer, the man who took the photograph. Learning the story behind the picture Steve finally corners the killer, during an exciting chase on Table Mountain.

The Cast

Steve Martin	Lex Barker
Helga	Ann Smyrner
Inspector Lean	Ronald Fraser
Paul	Dietmar Schonherr
Kramer	Gustel Gundelach
Gina	Veronique Vendell
Wexler	Walter Rilla
Vanberg	Gert Van Den Bergh
Anderson	Percy Sieff
Rawlings	Howard Davies
Leila	Sophia Spentzos

The Credits

Produced by Harry Alan Towers; Directed by Robert Lynn; Screenplay by Peter Yeldham; based on an original story by Peter Welbeck; Music composed and conducted by Johnny Douglas; Director of Photography, Nicholas Roeg; Second Unit Director and Underwater Photographer, Egil S. Woxholt; Film Editor, John Trumper; Production Manager, John Comfort; Camera Operator, Alex Thomson; Assistant Director, Roy Baird; Sound Mixer, Fred Hughesdon; Sound Editor, Roy Taylor; Continuity, Muirne Mathieson; Location Contact, Alan Girney. Technicolor®. Techniscope®. A Columbia Pictures Release.

Running Time: 88 Minutes

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